



State Capitol | Lansing, Michigan 48913

PH (517) 373.0793 | FAX (517) 373.5607

www.senate.michigan.gov/gop/senator/george/

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Contact: Sherry Sofia
(517) 373-0793

George Presents Scenic Michigan with Proclamation *Senate Declares today "Scenic Michigan Day"*

LANSING- Senator Tom George, R-Texas Township, announced in a press conference that the Senate has proclaimed today "Scenic Michigan Day." In recognition of the Scenic Michigan organization's work to restore and protect the natural beauty of Michigan, the Senate has chosen Earth Day to commemorate their efforts.

"What better day than Earth Day to recognize the accomplishments of an organization dedicated to preserving and restoring the scenic beauty of Michigan," George said. Speakers at the press conference included George, Deborah Rohe, President of Scenic Michigan and Dick Posthumus, former Lieutenant Governor. "It's so important to keep the view from the road pristine and as aesthetically pleasing as possible," said Rohe. "Scenic Michigan's goal is to leave a legacy of stewardship that we can be proud of to our children and grandchildren."

Scenic Michigan, best known for their work to better regulate roadside billboards, is an organization dedicated to keeping Michigan beautiful. Founded in 1995, the nonprofit organization is charged with helping citizens, communities and elected officials guide their environment's future.

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The educational efforts of Scenic Michigan have resulted in measures that outlaw the destruction of trees or shrubs within a highway right-of-way, ban new construction of double-decker billboards, increase the spacing between billboards, ban tobacco advertising on billboards, increase billboard permit fees and promote the use of tourist oriented direction signs and logo signs to efficiently promote businesses while maintaining natural roadside beauty.

Most recently they demonstrated their ongoing commitment to protecting Michigan by testifying before the Michigan Land Use Leadership Council, a bipartisan council on land use and development issues in Michigan.

Earth Day is the globally recognized day for acknowledging the public support and commitment necessary to protect the Earth and its natural resources. George also provided potted plants to Senators and press conference attendees to help others keep their own pieces of Michigan beautiful.